

**VIII. Indexes of intensity and
similarity in alcohol
consumption volume,
by region, 1961 to 2015**

Table 255: Consumption volume intensity indexes for wine-, beer- and spirits-focused countries**(a) Wine-focused countries**

	Wine	Beer	Spirits
1961	2.30	0.52	0.45
1962	2.35	0.51	0.44
1963	2.36	0.48	0.39
1964	2.40	0.48	0.42
1965	2.42	0.49	0.42
1966	2.46	0.49	0.44
1967	2.48	0.50	0.41
1968	2.50	0.50	0.40
1969	2.50	0.49	0.41
1970	2.51	0.52	0.42
1971	2.52	0.51	0.44
1972	2.48	0.48	0.45
1973	2.48	0.50	0.44
1974	2.56	0.50	0.44
1975	2.61	0.53	0.44
1976	2.67	0.55	0.45
1977	2.71	0.54	0.47
1978	2.71	0.55	0.47
1979	2.71	0.58	0.46
1980	2.70	0.58	0.50
1981	2.81	0.60	0.49
1982	2.83	0.60	0.50
1983	2.83	0.60	0.49
1984	2.85	0.62	0.48
1985	2.84	0.60	0.50
1986	2.93	0.60	0.52
1987	2.89	0.58	0.52
1988	3.05	0.70	0.54
1989	3.18	0.72	0.57
1990	3.32	0.72	0.52
1991	3.46	0.71	0.53
1992	3.28	0.71	0.57
1993	3.36	0.71	0.53
1994	3.44	0.73	0.53
1995	3.55	0.74	0.53
1996	3.53	0.72	0.54
1997	3.45	0.70	0.54
1998	3.45	0.73	0.52
1999	3.52	0.73	0.54
2000	3.49	0.71	0.57
2001	3.41	0.75	0.56
2002	3.30	0.73	0.57
2003	3.30	0.77	0.53
2004	3.22	0.79	0.53
2005	3.26	0.82	0.56
2006	3.31	0.82	0.58
2007	3.29	0.84	0.58
2008	3.35	0.85	0.59
2009	3.34	0.87	0.57
2010	3.29	0.88	0.60
2011	3.36	0.85	0.59
2012	3.44	0.88	0.55
2013	3.41	0.88	0.55
2014	3.31	0.91	0.54

(b) Beer-focused countries

	Wine	Beer	Spirits
1961	0.41	2.05	0.95
1962	0.42	2.06	0.95
1963	0.44	1.97	0.93
1964	0.49	1.94	0.92
1965	0.49	1.93	0.92
1966	0.49	1.95	0.90
1967	0.48	1.93	0.92
1968	0.47	1.93	0.94
1969	0.47	1.92	0.93
1970	0.48	1.90	0.90
1971	0.50	1.86	0.90
1972	0.51	1.83	0.89
1973	0.54	1.79	0.89
1974	0.55	1.78	0.87
1975	0.59	1.75	0.87
1976	0.61	1.74	0.87
1977	0.63	1.73	0.88
1978	0.64	1.70	0.88
1979	0.67	1.70	0.84
1980	0.69	1.71	0.84
1981	0.70	1.68	0.80
1982	0.73	1.68	0.80
1983	0.76	1.66	0.78
1984	0.79	1.68	0.76
1985	0.80	1.60	0.77
1986	0.83	1.54	0.77
1987	0.86	1.49	0.76
1988	0.93	1.50	0.78
1989	0.97	1.49	0.78
1990	1.02	1.54	0.71
1991	1.02	1.55	0.68
1992	1.03	1.49	0.74
1993	1.07	1.50	0.75
1994	1.10	1.49	0.75
1995	1.15	1.48	0.73
1996	1.17	1.43	0.73
1997	1.17	1.43	0.72
1998	1.20	1.45	0.72
1999	1.21	1.42	0.73
2000	1.31	1.43	0.71
2001	1.35	1.41	0.72
2002	1.37	1.41	0.70
2003	1.37	1.39	0.71
2004	1.41	1.36	0.71
2005	1.50	1.34	0.73
2006	1.57	1.32	0.71
2007	1.60	1.29	0.72
2008	1.64	1.30	0.71
2009	1.63	1.31	0.71
2010	1.71	1.29	0.73
2011	1.72	1.29	0.72
2012	1.73	1.29	0.72
2013	1.76	1.27	0.71
2014	1.78	1.24	0.74

(c) Spirits-focused countries

	Wine	Beer	Spirits
1961	0.27	0.57	2.17
1962	0.28	0.55	2.10
1963	0.29	0.56	2.07
1964	0.31	0.54	2.01
1965	0.31	0.55	1.99
1966	0.33	0.53	1.95
1967	0.36	0.54	1.89
1968	0.37	0.54	1.86
1969	0.46	0.52	1.81
1970	0.48	0.52	1.80
1971	0.50	0.53	1.76
1972	0.51	0.55	1.77
1973	0.49	0.56	1.76
1974	0.43	0.55	1.80
1975	0.43	0.57	1.77
1976	0.43	0.56	1.74
1977	0.43	0.58	1.73
1978	0.44	0.62	1.69
1979	0.45	0.59	1.68
1980	0.44	0.58	1.68
1981	0.41	0.57	1.69
1982	0.42	0.59	1.67
1983	0.41	0.59	1.67
1984	0.44	0.58	1.64
1985	0.42	0.63	1.67
1986	0.31	0.64	1.71
1987	0.31	0.69	1.68
1988	0.34	0.70	1.64
1989	0.32	0.71	1.59
1990	0.29	0.69	1.59
1991	0.28	0.70	1.56
1992	0.21	0.69	1.59
1993	0.20	0.71	1.57
1994	0.21	0.71	1.54
1995	0.23	0.73	1.52
1996	0.23	0.77	1.51
1997	0.25	0.76	1.51
1998	0.25	0.74	1.52
1999	0.27	0.76	1.50
2000	0.24	0.77	1.49
2001	0.25	0.78	1.49
2002	0.26	0.81	1.46
2003	0.27	0.82	1.45
2004	0.27	0.84	1.44
2005	0.30	0.85	1.41
2006	0.30	0.87	1.40
2007	0.31	0.89	1.38
2008	0.33	0.89	1.36
2009	0.34	0.88	1.36
2010	0.36	0.89	1.34
2011	0.36	0.90	1.33
2012	0.35	0.90	1.33
2013	0.35	0.91	1.32
2014	0.35	0.92	1.30

Table 256: Consumption volume intensity indexes for six geographic regions

(a) Western Europe

	Wine	Beer	Spirits
1961	1.62	0.93	0.42
1962	1.63	0.95	0.43
1963	1.63	0.96	0.44
1964	1.63	0.99	0.44
1965	1.64	0.98	0.45
1966	1.67	1.00	0.43
1967	1.68	1.03	0.42
1968	1.68	1.04	0.41
1969	1.64	1.07	0.42
1970	1.63	1.06	0.44
1971	1.62	1.06	0.45
1972	1.62	1.05	0.45
1973	1.64	1.04	0.46
1974	1.69	1.03	0.45
1975	1.72	1.04	0.45
1976	1.73	1.07	0.45
1977	1.74	1.06	0.46
1978	1.74	1.04	0.47
1979	1.75	1.05	0.48
1980	1.78	1.06	0.46
1981	1.83	1.06	0.44
1982	1.84	1.07	0.43
1983	1.86	1.07	0.42
1984	1.88	1.10	0.40
1985	1.87	1.06	0.41
1986	1.90	1.04	0.43
1987	1.93	1.00	0.43
1988	2.02	1.03	0.44
1989	2.10	1.04	0.43
1990	2.21	1.07	0.41
1991	2.28	1.06	0.42
1992	2.27	1.06	0.43
1993	2.36	1.04	0.43
1994	2.42	1.04	0.43
1995	2.47	1.03	0.43
1996	2.47	1.00	0.44
1997	2.45	1.00	0.43
1998	2.48	1.01	0.42
1999	2.51	1.02	0.41
2000	2.59	0.97	0.43
2001	2.59	0.97	0.42
2002	2.47	0.97	0.45
2003	2.52	0.96	0.44
2004	2.49	0.94	0.45
2005	2.55	0.94	0.46
2006	2.59	0.93	0.46
2007	2.65	0.90	0.47
2008	2.73	0.91	0.47
2009	2.72	0.92	0.47
2010	2.71	0.90	0.48
2011	2.78	0.89	0.47
2012	2.83	0.89	0.46
2013	2.86	0.89	0.46
2014	2.82	0.91	0.46

(b) Eastern Europe

	Wine	Beer	Spirits
1961	0.62	0.76	1.50
1962	0.63	0.74	1.51
1963	0.67	0.72	1.49
1964	0.71	0.70	1.47
1965	0.72	0.71	1.44
1966	0.74	0.72	1.39
1967	0.75	0.69	1.41
1968	0.76	0.69	1.40
1969	0.87	0.65	1.34
1970	0.91	0.66	1.31
1971	0.94	0.68	1.27
1972	0.97	0.69	1.24
1973	0.99	0.71	1.22
1974	0.93	0.72	1.26
1975	0.92	0.75	1.22
1976	0.95	0.74	1.21
1977	0.93	0.73	1.23
1978	0.99	0.71	1.22
1979	1.02	0.72	1.18
1980	1.00	0.71	1.19
1981	0.99	0.74	1.19
1982	0.98	0.75	1.19
1983	1.00	0.75	1.18
1984	1.04	0.70	1.19
1985	0.99	0.72	1.17
1986	0.92	0.79	1.17
1987	1.00	0.77	1.14
1988	0.98	0.84	1.12
1989	0.94	0.82	1.16
1990	0.82	0.72	1.27
1991	0.82	0.68	1.30
1992	0.91	0.80	1.20
1993	0.90	0.71	1.28
1994	0.87	0.70	1.31
1995	0.85	0.69	1.33
1996	0.95	0.73	1.27
1997	0.94	0.75	1.26
1998	0.88	0.76	1.26
1999	0.89	0.74	1.28
2000	0.81	0.83	1.23
2001	0.82	0.86	1.19
2002	0.89	0.87	1.16
2003	0.80	0.89	1.17
2004	0.91	0.89	1.13
2005	0.77	0.92	1.16
2006	0.78	0.97	1.12
2007	0.89	0.98	1.06
2008	0.90	0.98	1.06
2009	0.94	0.98	1.05
2010	0.89	0.98	1.07
2011	0.91	0.99	1.04
2012	0.88	1.02	1.03
2013	0.93	1.03	0.99
2014	0.94	1.05	0.98

(c) North America

	Wine	Beer	Spirits
1961	0.23	1.67	1.15
1962	0.22	1.71	1.14
1963	0.23	1.64	1.12
1964	0.24	1.60	1.12
1965	0.24	1.58	1.13
1966	0.24	1.56	1.11
1967	0.25	1.54	1.12
1968	0.25	1.54	1.12
1969	0.27	1.52	1.11
1970	0.29	1.51	1.08
1971	0.32	1.50	1.07
1972	0.35	1.48	1.06
1973	0.35	1.47	1.04
1974	0.36	1.47	1.03
1975	0.37	1.49	1.00
1976	0.39	1.49	0.97
1977	0.42	1.49	0.95
1978	0.44	1.48	0.93
1979	0.45	1.51	0.89
1980	0.47	1.53	0.87
1981	0.51	1.50	0.86
1982	0.52	1.50	0.84
1983	0.54	1.50	0.82
1984	0.57	1.53	0.79
1985	0.62	1.45	0.77
1986	0.67	1.41	0.75
1987	0.66	1.39	0.74
1988	0.68	1.43	0.75
1989	0.68	1.44	0.74
1990	0.69	1.48	0.71
1991	0.71	1.50	0.68
1992	0.72	1.46	0.71
1993	0.71	1.49	0.69
1994	0.75	1.49	0.67
1995	0.78	1.48	0.66
1996	0.81	1.43	0.67
1997	0.82	1.44	0.67
1998	0.84	1.44	0.66
1999	0.86	1.41	0.67
2000	0.88	1.42	0.67
2001	0.87	1.41	0.67
2002	0.88	1.43	0.66
2003	0.91	1.39	0.68
2004	0.92	1.36	0.70
2005	0.99	1.30	0.72
2006	1.03	1.25	0.74
2007	1.06	1.21	0.76
2008	1.09	1.22	0.74
2009	1.12	1.21	0.75
2010	1.15	1.17	0.77
2011	1.20	1.15	0.78
2012	1.20	1.16	0.77
2013	1.25	1.13	0.77
2014	1.25	1.12	0.80

Table 256 (continued): Consumption volume intensity indexes for six geographic regions

(d) Latin America

	Wine	Beer	Spirits
1961	1.34	1.17	0.48
1962	1.38	1.12	0.44
1963	1.40	1.06	0.46
1964	1.44	1.09	0.46
1965	1.40	1.13	0.46
1966	1.45	1.11	0.46
1967	1.40	1.03	0.62
1968	1.44	1.06	0.60
1969	1.41	1.09	0.57
1970	1.37	1.09	0.60
1971	1.39	1.10	0.59
1972	1.37	1.09	0.59
1973	1.30	1.16	0.59
1974	1.26	1.19	0.57
1975	1.28	1.12	0.57
1976	1.30	1.15	0.56
1977	1.36	1.18	0.51
1978	1.32	1.24	0.50
1979	1.27	1.25	0.57
1980	1.22	1.31	0.60
1981	1.22	1.32	0.58
1982	1.23	1.29	0.58
1983	1.20	1.32	0.61
1984	1.13	1.34	0.64
1985	1.06	1.33	0.66
1986	1.09	1.37	0.66
1987	1.02	1.44	0.69
1988	0.97	1.31	0.71
1989	0.87	1.35	0.73
1990	0.92	1.41	0.67
1991	0.88	1.45	0.64
1992	0.85	1.40	0.71
1993	0.81	1.49	0.65
1994	0.79	1.46	0.68
1995	0.75	1.49	0.67
1996	0.71	1.46	0.68
1997	0.72	1.46	0.69
1998	0.71	1.48	0.67
1999	0.69	1.47	0.67
2000	0.67	1.35	0.81
2001	0.64	1.36	0.81
2002	0.69	1.26	0.88
2003	0.74	1.24	0.88
2004	0.71	1.25	0.87
2005	0.80	1.25	0.84
2006	0.79	1.26	0.82
2007	0.73	1.29	0.81
2008	0.75	1.31	0.78
2009	0.76	1.36	0.73
2010	0.66	1.38	0.73
2011	0.73	1.39	0.70
2012	0.73	1.42	0.68
2013	0.68	1.42	0.68
2014	0.62	1.47	0.67

(e) Asia

	Wine	Beer	Spirits
1961	0.01	0.39	2.43
1962	0.01	0.38	2.30
1963	0.01	0.40	2.28
1964	0.01	0.40	2.17
1965	0.01	0.39	2.17
1966	0.01	0.36	2.20
1967	0.01	0.41	2.08
1968	0.01	0.39	2.08
1969	0.02	0.40	2.10
1970	0.01	0.40	2.09
1971	0.01	0.39	2.06
1972	0.01	0.41	2.11
1973	0.02	0.41	2.09
1974	0.02	0.38	2.09
1975	0.02	0.38	2.07
1976	0.02	0.35	2.05
1977	0.02	0.38	2.02
1978	0.02	0.45	1.97
1979	0.02	0.40	1.97
1980	0.03	0.38	1.96
1981	0.03	0.37	1.96
1982	0.04	0.39	1.95
1983	0.04	0.41	1.94
1984	0.05	0.42	1.90
1985	0.06	0.47	1.96
1986	0.06	0.47	1.96
1987	0.07	0.52	1.94
1988	0.08	0.52	1.86
1989	0.08	0.51	1.79
1990	0.08	0.52	1.73
1991	0.07	0.56	1.69
1992	0.07	0.58	1.75
1993	0.07	0.63	1.69
1994	0.07	0.66	1.63
1995	0.08	0.68	1.61
1996	0.07	0.73	1.62
1997	0.09	0.72	1.62
1998	0.09	0.68	1.64
1999	0.10	0.72	1.61
2000	0.10	0.73	1.58
2001	0.11	0.72	1.60
2002	0.11	0.74	1.59
2003	0.11	0.75	1.58
2004	0.11	0.78	1.57
2005	0.12	0.79	1.54
2006	0.13	0.80	1.53
2007	0.14	0.81	1.52
2008	0.15	0.80	1.50
2009	0.17	0.78	1.51
2010	0.20	0.80	1.49
2011	0.21	0.80	1.48
2012	0.22	0.80	1.48
2013	0.23	0.81	1.48
2014	0.22	0.80	1.46

(f) Africa and Middle East

	Wine	Beer	Spirits
1961	0.84	1.21	0.94
1962	0.84	1.22	0.95
1963	0.76	1.39	0.85
1964	0.75	1.27	0.96
1965	0.79	1.40	0.82
1966	0.76	1.44	0.80
1967	0.83	1.40	0.78
1968	0.82	1.40	0.79
1969	0.84	1.41	0.77
1970	0.78	1.46	0.76
1971	0.86	1.47	0.71
1972	0.85	1.49	0.68
1973	0.74	1.50	0.75
1974	0.76	1.50	0.73
1975	0.73	1.50	0.75
1976	0.74	1.53	0.73
1977	0.68	1.56	0.73
1978	0.71	1.51	0.74
1979	0.66	1.56	0.73
1980	0.67	1.39	0.86
1981	0.68	1.37	0.86
1982	0.67	1.33	0.89
1983	0.69	1.35	0.86
1984	0.73	1.37	0.82
1985	0.81	1.35	0.76
1986	0.78	1.26	0.82
1987	0.81	1.31	0.74
1988	0.83	1.41	0.69
1989	0.85	1.38	0.72
1990	0.85	1.53	0.60
1991	0.93	1.55	0.55
1992	0.92	1.53	0.56
1993	0.92	1.56	0.55
1994	0.92	1.52	0.59
1995	0.92	1.51	0.59
1996	1.01	1.45	0.58
1997	1.00	1.42	0.61
1998	0.98	1.47	0.58
1999	1.00	1.45	0.58
2000	0.79	1.54	0.59
2001	0.81	1.50	0.61
2002	0.73	1.57	0.60
2003	0.79	1.58	0.56
2004	0.73	1.63	0.52
2005	0.79	1.59	0.51
2006	0.78	1.53	0.54
2007	0.75	1.55	0.53
2008	0.74	1.57	0.52
2009	0.83	1.58	0.49
2010	0.81	1.56	0.50
2011	0.79	1.65	0.42
2012	0.90	1.62	0.42
2013	0.87	1.62	0.42
2014	0.88	1.46	0.46

Table 257: Wine consumption volume intensity index, by region and beverage focus

(a) By region

Year	West		Amer-icas	Africa+M	
	Europe	East Europe		Asia	East
1961	0.76	0.30	0.62	0.08	0.51
1962	0.76	0.31	0.64	0.09	0.50
1963	0.74	0.27	0.64	0.06	0.44
1964	0.71	0.28	0.63	0.08	0.44
1965	0.72	0.27	0.60	0.08	0.44
1966	0.71	0.26	0.61	0.07	0.43
1967	0.70	0.25	0.60	0.10	0.42
1968	0.71	0.25	0.61	0.10	0.39
1969	0.70	0.28	0.59	0.10	0.42
1970	0.69	0.28	0.58	0.12	0.39
1971	0.68	0.29	0.56	0.10	0.44
1972	0.67	0.30	0.54	0.11	0.46
1973	0.65	0.30	0.52	0.11	0.39
1974	0.65	0.27	0.51	0.11	0.39
1975	0.65	0.26	0.51	0.15	0.36
1976	0.63	0.25	0.52	0.14	0.37
1977	0.62	0.25	0.56	0.15	0.34
1978	0.61	0.26	0.53	0.14	0.33
1979	0.60	0.26	0.49	0.16	0.28
1980	0.60	0.26	0.47	0.17	0.25
1981	0.60	0.24	0.49	0.14	0.25
1982	0.59	0.24	0.49	0.14	0.26
1983	0.59	0.24	0.47	0.12	0.27
1984	0.59	0.25	0.44	0.16	0.26
1985	0.57	0.23	0.41	0.13	0.23
1986	0.55	0.21	0.40	0.16	0.23
1987	0.54	0.24	0.40	0.12	0.23
1988	0.53	0.23	0.41	0.13	0.23
1989	0.53	0.20	0.42	0.13	0.23
1990	0.53	0.18	0.41	0.13	0.23
1991	0.52	0.18	0.39	0.11	0.23
1992	0.51	0.29	0.36	0.14	0.21
1993	0.52	0.29	0.35	0.14	0.21
1994	0.51	0.27	0.33	0.14	0.21
1995	0.51	0.24	0.32	0.15	0.21
1996	0.51	0.26	0.31	0.15	0.21
1997	0.51	0.29	0.30	0.15	0.21
1998	0.50	0.26	0.30	0.16	0.21
1999	0.50	0.26	0.29	0.15	0.21
2000	0.51	0.24	0.31	0.16	0.31
2001	0.50	0.25	0.30	0.20	0.30
2002	0.49	0.27	0.29	0.20	0.31
2003	0.50	0.26	0.29	0.17	0.27
2004	0.49	0.29	0.28	0.20	0.28
2005	0.48	0.23	0.26	0.19	0.27
2006	0.47	0.24	0.26	0.21	0.29
2007	0.48	0.25	0.25	0.16	0.30
2008	0.47	0.23	0.24	0.14	0.27
2009	0.47	0.24	0.24	0.13	0.25
2010	0.47	0.23	0.23	0.15	0.24
2011	0.47	0.24	0.24	0.12	0.24
2012	0.48	0.25	0.25	0.13	0.24
2013	0.48	0.25	0.23	0.13	0.21
2014	0.47	0.25	0.22	0.13	0.21

(b) By beverage focus

Year	Wine-focused		Beer-focused		Spirits-focused	
	Wine-focused	Beer-focused	Wine-focused	Beer-focused	Spirits-focused	Spirits-focused
1961	2.30	0.41	0.54			
1962	2.35	0.42	0.56			
1963	2.36	0.44	0.56			
1964	2.40	0.49	0.61			
1965	2.42	0.49	0.59			
1966	2.46	0.49	0.64			
1967	2.48	0.48	0.67			
1968	2.50	0.47	0.68			
1969	2.50	0.47	0.82			
1970	2.51	0.48	0.86			
1971	2.52	0.50	0.93			
1972	2.48	0.51	0.97			
1973	2.48	0.54	0.97			
1974	2.56	0.55	0.87			
1975	2.61	0.59	0.88			
1976	2.67	0.61	0.91			
1977	2.71	0.63	0.90			
1978	2.71	0.64	0.94			
1979	2.71	0.67	0.95			
1980	2.70	0.69	0.95			
1981	2.81	0.70	0.89			
1982	2.83	0.73	0.89			
1983	2.83	0.76	0.89			
1984	2.85	0.79	0.93			
1985	2.84	0.80	0.88			
1986	2.93	0.83	0.71			
1987	2.89	0.86	0.73			
1988	3.05	0.93	0.79			
1989	3.18	0.97	0.77			
1990	3.32	1.02	0.60			
1991	3.46	1.02	0.58			
1992	3.28	1.03	0.48			
1993	3.36	1.07	0.48			
1994	3.44	1.10	0.54			
1995	3.55	1.15	0.54			
1996	3.53	1.17	0.60			
1997	3.45	1.17	0.59			
1998	3.45	1.20	0.58			
1999	3.52	1.21	0.63			
2000	3.49	1.31	0.58			
2001	3.41	1.35	0.62			
2002	3.30	1.37	0.60			
2003	3.30	1.37	0.61			
2004	3.22	1.41	0.61			
2005	3.26	1.50	0.65			
2006	3.31	1.57	0.63			
2007	3.29	1.60	0.65			
2008	3.35	1.64	0.68			
2009	3.34	1.63	0.69			
2010	3.29	1.71	0.71			
2011	3.36	1.72	0.69			
2012	3.44	1.73	0.68			
2013	3.41	1.76	0.70			
2014	3.31	1.78	0.72			

Table 258: Beer consumption volume intensity index, by region and beverage focus

(a) By region

Year	West		Amer-icas	Africa+M	
	Europe	East Europe		Asia	East
1961	0.57	0.28	0.54	0.41	1.40
1962	0.57	0.28	0.53	0.41	1.32
1963	0.56	0.28	0.53	0.44	1.30
1964	0.56	0.28	0.53	0.41	1.32
1965	0.55	0.28	0.52	0.42	1.17
1966	0.56	0.28	0.52	0.42	1.09
1967	0.56	0.27	0.50	0.41	1.04
1968	0.56	0.26	0.50	0.41	1.08
1969	0.57	0.25	0.51	0.41	1.11
1970	0.56	0.26	0.51	0.41	1.11
1971	0.55	0.26	0.50	0.41	0.99
1972	0.54	0.26	0.51	0.40	0.98
1973	0.52	0.26	0.52	0.41	0.89
1974	0.53	0.26	0.52	0.41	0.87
1975	0.52	0.26	0.51	0.40	0.84
1976	0.51	0.24	0.52	0.39	1.00
1977	0.52	0.24	0.53	0.39	1.00
1978	0.51	0.23	0.53	0.44	1.12
1979	0.49	0.24	0.54	0.39	1.02
1980	0.50	0.23	0.55	0.36	1.47
1981	0.50	0.25	0.55	0.36	1.43
1982	0.50	0.26	0.55	0.35	1.44
1983	0.50	0.26	0.55	0.34	1.52
1984	0.50	0.24	0.54	0.31	1.51
1985	0.50	0.25	0.54	0.32	1.46
1986	0.50	0.29	0.56	0.31	1.53
1987	0.48	0.29	0.56	0.33	1.64
1988	0.49	0.32	0.56	0.32	1.39
1989	0.49	0.32	0.56	0.31	1.26
1990	0.49	0.29	0.57	0.32	1.11
1991	0.49	0.28	0.59	0.33	1.21
1992	0.50	0.37	0.58	0.33	1.13
1993	0.48	0.34	0.60	0.33	1.21
1994	0.48	0.36	0.59	0.34	1.18
1995	0.48	0.34	0.60	0.34	1.14
1996	0.48	0.36	0.61	0.36	1.16
1997	0.48	0.37	0.60	0.35	1.12
1998	0.47	0.38	0.60	0.33	1.13
1999	0.49	0.38	0.61	0.35	1.14
2000	0.46	0.40	0.58	0.33	1.18
2001	0.45	0.40	0.57	0.32	1.06
2002	0.44	0.40	0.55	0.33	0.52
2003	0.44	0.42	0.54	0.34	0.53
2004	0.43	0.41	0.54	0.36	0.52
2005	0.44	0.45	0.54	0.38	0.53
2006	0.44	0.49	0.55	0.40	0.54
2007	0.44	0.50	0.55	0.42	0.54
2008	0.44	0.49	0.55	0.41	0.51
2009	0.44	0.49	0.56	0.40	0.48
2010	0.44	0.50	0.56	0.40	0.46
2011	0.43	0.50	0.56	0.40	0.49
2012	0.43	0.51	0.56	0.40	0.57
2013	0.43	0.51	0.56	0.40	0.57
2014	0.43	0.52	0.56	0.39	0.88

(b) By beverage focus

Year	Wine-focused	Beer-focused	Spirits-focused
1961	0.52	2.05	0.64
1962	0.51	2.06	0.62
1963	0.48	1.97	0.63
1964	0.48	1.94	0.61
1965	0.49	1.93	0.61
1966	0.49	1.95	0.60
1967	0.50	1.93	0.59
1968	0.50	1.93	0.60
1969	0.49	1.92	0.62
1970	0.52	1.90	0.61
1971	0.51	1.86	0.63
1972	0.48	1.83	0.64
1973	0.50	1.79	0.66
1974	0.50	1.78	0.65
1975	0.53	1.75	0.69
1976	0.55	1.74	0.69
1977	0.54	1.73	0.72
1978	0.55	1.70	0.84
1979	0.58	1.70	0.75
1980	0.58	1.71	0.74
1981	0.60	1.68	0.74
1982	0.60	1.68	0.74
1983	0.60	1.66	0.74
1984	0.62	1.68	0.71
1985	0.60	1.60	0.73
1986	0.60	1.54	0.76
1987	0.58	1.49	0.80
1988	0.70	1.50	0.82
1989	0.72	1.49	0.87
1990	0.72	1.54	0.87
1991	0.71	1.55	0.90
1992	0.71	1.49	0.91
1993	0.71	1.50	0.95
1994	0.73	1.49	0.94
1995	0.74	1.48	0.95
1996	0.72	1.43	0.95
1997	0.70	1.43	0.95
1998	0.73	1.45	0.93
1999	0.73	1.42	0.95
2000	0.71	1.43	0.86
2001	0.75	1.41	0.86
2002	0.73	1.41	0.89
2003	0.77	1.39	0.89
2004	0.79	1.36	0.93
2005	0.82	1.34	0.93
2006	0.82	1.32	0.94
2007	0.84	1.29	0.96
2008	0.85	1.30	0.97
2009	0.87	1.31	0.98
2010	0.88	1.29	0.98
2011	0.85	1.29	1.00
2012	0.88	1.29	1.02
2013	0.88	1.27	1.01
2014	0.91	1.24	1.04

Table 259: Spirits consumption volume intensity index, by region and beverage focus

(a) By region

Year	West		Amer-icas	Africa+M	
	Europe	East Europe		Asia	East
1961	0.20	0.61	0.39	0.90	0.21
1962	0.21	0.62	0.40	0.87	0.20
1963	0.20	0.61	0.39	0.88	0.18
1964	0.20	0.61	0.40	0.85	0.16
1965	0.22	0.61	0.41	0.87	0.20
1966	0.21	0.59	0.41	0.89	0.24
1967	0.20	0.59	0.43	0.85	0.32
1968	0.20	0.59	0.43	0.86	0.35
1969	0.20	0.56	0.43	0.87	0.27
1970	0.21	0.54	0.43	0.87	0.29
1971	0.21	0.53	0.42	0.86	0.24
1972	0.20	0.50	0.41	0.87	0.23
1973	0.21	0.50	0.41	0.87	0.21
1974	0.20	0.52	0.41	0.87	0.21
1975	0.21	0.52	0.40	0.88	0.21
1976	0.22	0.52	0.40	0.89	0.17
1977	0.21	0.53	0.39	0.88	0.16
1978	0.22	0.52	0.38	0.87	0.16
1979	0.23	0.52	0.37	0.88	0.23
1980	0.22	0.52	0.36	0.88	0.26
1981	0.21	0.52	0.36	0.87	0.25
1982	0.21	0.52	0.35	0.86	0.22
1983	0.20	0.51	0.35	0.86	0.22
1984	0.20	0.53	0.35	0.86	0.22
1985	0.20	0.52	0.35	0.90	0.23
1986	0.20	0.51	0.33	0.88	0.24
1987	0.20	0.49	0.33	0.86	0.26
1988	0.20	0.50	0.34	0.81	0.59
1989	0.20	0.51	0.34	0.79	0.62
1990	0.20	0.60	0.33	0.80	0.67
1991	0.21	0.63	0.32	0.80	0.68
1992	0.21	0.66	0.33	0.79	0.66
1993	0.21	0.71	0.31	0.77	0.63
1994	0.21	0.71	0.32	0.75	0.58
1995	0.21	0.70	0.31	0.74	0.58
1996	0.21	0.65	0.31	0.72	0.59
1997	0.20	0.66	0.30	0.72	0.49
1998	0.20	0.66	0.31	0.73	0.51
1999	0.19	0.66	0.30	0.71	0.49
2000	0.20	0.64	0.36	0.70	0.52
2001	0.19	0.60	0.36	0.71	0.50
2002	0.22	0.61	0.38	0.71	0.77
2003	0.21	0.63	0.38	0.71	0.82
2004	0.21	0.62	0.37	0.70	0.84
2005	0.21	0.60	0.36	0.68	0.77
2006	0.21	0.58	0.35	0.67	0.52
2007	0.21	0.54	0.35	0.66	0.53
2008	0.21	0.55	0.34	0.67	0.49
2009	0.21	0.54	0.33	0.67	0.49
2010	0.21	0.54	0.33	0.65	0.46
2011	0.21	0.54	0.33	0.66	0.46
2012	0.21	0.54	0.33	0.66	0.51
2013	0.21	0.53	0.33	0.67	0.49
2014	0.21	0.52	0.33	0.67	0.62

(b) By beverage focus

Year	Wine-focused	Beer-focused	Spirits-focused
1961	0.45	0.95	2.02
1962	0.44	0.95	1.96
1963	0.39	0.93	1.93
1964	0.42	0.92	1.89
1965	0.42	0.92	1.86
1966	0.44	0.90	1.85
1967	0.41	0.92	1.78
1968	0.40	0.94	1.77
1969	0.41	0.93	1.74
1970	0.42	0.90	1.73
1971	0.44	0.90	1.72
1972	0.45	0.89	1.73
1973	0.44	0.89	1.73
1974	0.44	0.87	1.76
1975	0.44	0.87	1.74
1976	0.45	0.87	1.73
1977	0.47	0.88	1.71
1978	0.47	0.88	1.70
1979	0.46	0.84	1.68
1980	0.50	0.84	1.67
1981	0.49	0.80	1.70
1982	0.50	0.80	1.70
1983	0.49	0.78	1.69
1984	0.48	0.76	1.65
1985	0.50	0.77	1.71
1986	0.52	0.77	1.77
1987	0.52	0.76	1.76
1988	0.54	0.78	1.69
1989	0.57	0.78	1.63
1990	0.52	0.71	1.60
1991	0.53	0.68	1.57
1992	0.57	0.74	1.65
1993	0.53	0.75	1.62
1994	0.53	0.75	1.61
1995	0.53	0.73	1.59
1996	0.54	0.73	1.59
1997	0.54	0.72	1.58
1998	0.52	0.72	1.60
1999	0.54	0.73	1.58
2000	0.57	0.71	1.53
2001	0.56	0.72	1.53
2002	0.57	0.70	1.51
2003	0.53	0.71	1.49
2004	0.53	0.71	1.48
2005	0.56	0.73	1.46
2006	0.58	0.71	1.46
2007	0.58	0.72	1.44
2008	0.59	0.71	1.43
2009	0.57	0.71	1.44
2010	0.60	0.73	1.42
2011	0.59	0.72	1.43
2012	0.55	0.72	1.42
2013	0.55	0.71	1.43
2014	0.54	0.74	1.44

Tables 260: Alcohol consumption volume and value similarity indexes**(a) volume**

Year	World	Asia Pacific	Australasia	Eastern Europe	Latin America	Middle East and Africa	North America	Western Europe
2001	1.00		0.84	0.98	0.99	0.88	0.93	0.86
2002	1.00	0.95	0.85	0.98	0.99	0.89	0.94	0.87
2003	1.00		0.85	0.98	0.99	0.89	0.95	0.87
2004	1.00	0.95	0.85	0.99	0.99	0.89	0.96	0.87
2005	1.00	0.96	0.86	0.99	0.99	0.90	0.96	0.87
2006	1.00	0.96	0.87	0.99	0.99	0.90	0.97	0.87
2007	1.00	0.96	0.87	0.99	0.98	0.91	0.98	0.87
2008	1.00	0.96	0.87	0.99	0.98	0.91	0.98	0.87
2009	1.00	0.97	0.87	0.99	0.98	0.90	0.98	0.87
2010	1.00	0.97	0.87	1.00	0.97	0.90	0.98	0.87
2011	1.00	0.97	0.87	1.00	0.97	0.90	0.98	0.87
2012	1.00	0.97	0.86	1.00	0.96	0.90	0.98	0.86
2013	1.00	0.97	0.85	1.00	0.96	0.91	0.99	0.86
2014	1.00	0.97	0.85	1.00	0.96	0.91	0.99	0.86
2015	1.00	0.96	0.85	1.00	0.96	0.91	0.98	0.86

(b) value

Year	World	Asia Pacific	Australasia	Eastern Europe	Latin America	Middle East and Africa	North America	Western Europe
2001	1.00		0.96	0.98	0.98	0.97	0.99	0.97
2002	1.00	0.97	0.96	0.99	0.96	0.96	0.99	0.98
2003	1.00		0.96	0.99	0.96	0.96	0.99	0.98
2004	1.00	0.97	0.96	0.99	0.96	0.96	0.99	0.98
2005	1.00	0.96	0.95	0.99	0.96	0.96	0.99	0.98
2006	1.00	0.95	0.95	1.00	0.95	0.97	1.00	0.98
2007	1.00	0.95	0.95	1.00	0.95	0.97	1.00	0.97
2008	1.00	0.95	0.95	1.00	0.94	0.96	0.99	0.97
2009	1.00	0.95	0.95	1.00	0.94	0.96	0.99	0.97
2010	1.00	0.95	0.95	1.00	0.94	0.96	0.99	0.97
2011	1.00	0.95	0.95	1.00	0.93	0.95	0.99	0.96
2012	1.00	0.95	0.95	1.00	0.93	0.95	0.99	0.96
2013	1.00	0.96	0.95	1.00	0.94	0.96	1.00	0.96
2014	1.00	0.96	0.95	1.00	0.94	0.96	1.00	0.96
2015	1.00	0.96	0.95	1.00	0.95	0.97	1.00	0.96